

**12:30 PM**

Welcome

**Andy Ventriss, Event Director, The London Book Fair**  
**Lynette Owen, Copyright and Rights Consultant**

**12:45 PM**

Why Sell Rights?

**Lynette Owen, Copyright and Rights Consultant**

- Why licensing should be a key part of your publishing strategy
- Uncovering new streams of income
- Benefits of effective rights selling for authors and publishers

**12:55 PM**

You Can't Sell What You Don't Own! It's All in The Head Contract

**Duncan Calow, Partner, DLA Piper**

- The fundamentals of copyright that you need to be aware of
- Ensuring you are granting licences within the confines of the law
- Common problems and pitfalls for beginners

**13:40 PM**

What Rights CAN You Sell?

**Diane Spivey, Rights and Contracts Consultant**

**Stephanie Purcell, Group Rights Director, Bloomsbury Publishing**

**Lynette Owen, Copyright and Rights Consultant**

- Introducing the wide range of licensing opportunities
- Which types of books are suitable
- Identifying priorities by market sector

**14:40 PM**

Coffee Break Chat

**Join the breakout room to meet other attendees and discuss today's sessions**

**15:00 PM**

The Essentials of Rights Selling: A Step-By-Step Guide

**Stephanie Purcell, Group Rights Director, Bloomsbury Publishing**

- The practicalities of selling rights
- Bookfairs and sales meetings
- Rights selling during the pandemic
- Effective pitching of your works
- Closing a deal

**16:00 PM**

The Complete Contract and Rights Deal Checklist

**Diane Spivey, Rights and Contracts Consultant**

- The basics to consider when negotiating a rights sale
- Checklist of questions to ask when finalising a deal
- Fundamentals of a sub-licensing contract
- Checklist and explanation of key clauses

**16:45 PM**

Ask The Experts

**Join Lynette, Diane, Duncan, and Stephanie in one of the breakout rooms to ask your burning rights questions**